

Message Text

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SUBJ: FLUID POWER JEEP FINAL REPORT

1. FLUID POWER COMPONENTS JEEP
2. MILAN TRADE CENTER, NOVEMBER 28-30, 1973
3. TWELVE EXHIBITORS
4. \$11,000 FLOOR SALES
5. SALES PROJECTED FOR SUBSEQUENT TWELVE (12) MONTHS
NTE/NTM \$1,060,000
6. TWELVE EXHIBITORS SOUGHT REPRESENTATION
7. TWO EXREPS APPOINTED DURING JEEP
8. THIRTEEN ADDITIONAL EXREPS EXPECTED TO BE SIGNED IN
SUBSEQUENT 12 MONTHS
9. TOTAL 143 REGISTERED VISITORS
10. SUCCESS STORIES:

STONE HYDRAULIC INDUSTRIES CORP., ROCKFORD, ILL.

(A) NTM (B) \$1,100 (C) \$100,000 (D) ONE

STONE HYDRAULIC WHICH DISPLAYED DIRECT CURRENT HYDRAULIC
POWER UNITS, HYDRAULIC PUMPS, VALVES, AND TANKS WAS REPRESENTED
AT THE SHOW BY ITS PRESIDENT, MR. S. W. STONE, WHO
APPOINTED AN AGENT FOR THE ITALIAN MARKET. MR. STONE
COMMENTED: "THE SHOW WAS VERY WELL ORGANIZED AND WE WERE
PARTICULARLY PLEASED WITH THE HIGH QUALITY OF THE VISITORS
WE MET." CLEARED FOR PUBLICATION

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CROSS MFG. CO. INC., LEWIS, KANSAS

(A) NTM (C) \$500,000 (E) ONE

MR. REX E. CUDNEY, EXECUTIVE VICE-PRESIDENT, EXPECTS TO APPOINT AN AGENT IN THE NEAR FUTURE WHO HE THINKS WILL BE ABLE TO DEVELOP A ONE-HALF MILLION DOLLAR MARKET IN THE NEXT 12 MONTHS FOR CROSS'S HYDRAULIC PUMPS, VALVES, CYLINDERS, AND MOTORS. MR. CUDNEY NOTED: "THE EXHIBIT WAS AN EXCELLENT METHOD OF EXPOSING PRODUCTS TO THE MARKET AND ALSO OF GAINING KNOWLEDGE OF ITALIAN METHODS OF DOING BUSINESS." CLEARED FOR PUBLICATION

11. COMMENT: TEN OF 12 EXHIBITORS ACHIEVED PRIMARY PARTICIPATION OBJECTIVE. OTHER TWO REPORTED PARTIAL ACHIEVEMENT. JEEP PRODUCED FINE TURNOUT OF POTENTIAL AGENTS. ALL EXHIBITORS NOT APPOINTING AGENTS DURING JEEP EXPECT TO APPOINT AT LEAST ONE EACH IN NEXT 12 MONTHS. ATTENDANCE OF POTENTIAL BUYERS, AS EXPECTED, WAS LIGHTER THAN THAT USUALLY ENCOUNTERED IN REGULAR MTC SHOWS ALTHOUGH NUMBER DID PROVIDE VALUABLE ENDUSER CONTACT AND IMPORTANT MARKET DATA ON PRODUCTS COMPETITIVENESS IN LOCAL MARKET. FINA

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